LEO BURNETT COMPANY, *Inc.*

Ad No. 126—Req. No. 27991—250 lines—B&W—5 9/16 in. x 83 lines—Village Voice, 1963 (A)

Printed in U.S.A.

"Coming from over there"

"I don't see any smoke"

"Well, something's burning"

They're talking about Gauloises again.

What makes this French cigarette so controversial?

It is the aroma—the most emphatic, provocative aroma a cigarette ever released.

The flavor is equally emphatic. Frenchmen love it. (Gauloises are the best selling cigarettes in France.) Americans who try them find other cigarettes flat in comparison.

Gauloises are blended in France and are now available in America at American prices. If you're not afraid of startling people, why don't you try them? (Ask for "Goal-waz.")

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